10. ABSTRACT

Method of placarding comprising: feeding a sheet of corrugated cardboard through a printing unit printing on at least one surface of the sheet by a digital print-on-demand technique, the said sheet constituting an entire placarding surface and the matter printed by the printing unit constituting a complete advertising image. In a subsequent process step inline with the printing step at least one score or groove is made in the sheet in the feeding direction thereof and the sheet is folded about the score or groove to make an easily transportable unit of the sheet. The folded sheet is then transported to a placarding site having a holder for the sheet, where the sheet is unfolded and applied in the holder.